

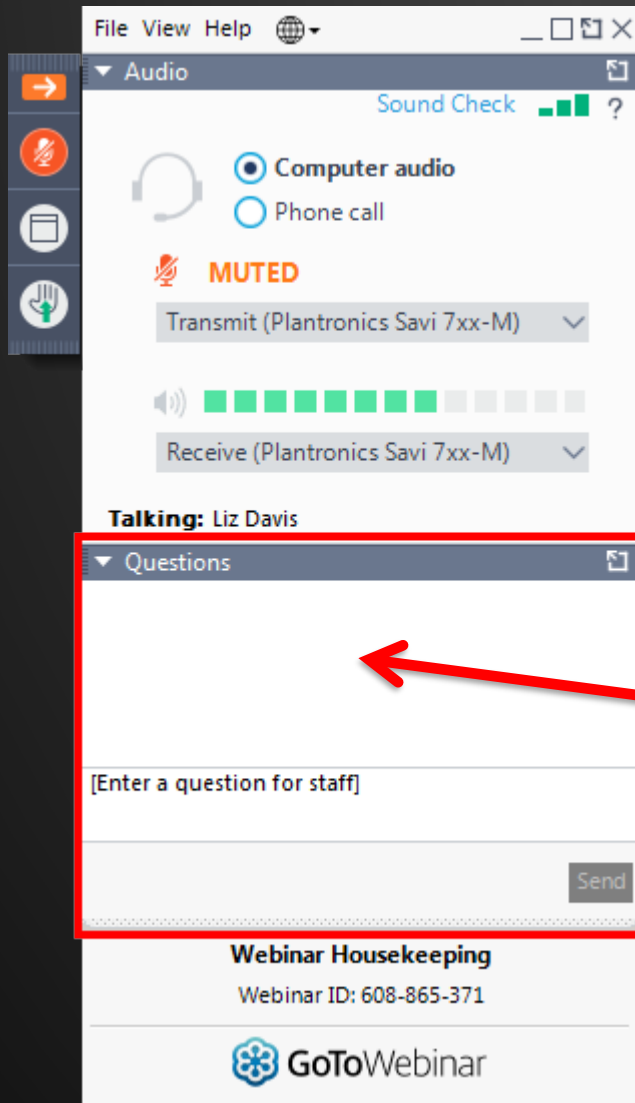


**Water Environment
Federation®**
the water quality people®

Tips & Resources for Addressing COVID-19: A WEF Offering for Member Associations

March 16, 2020 - 2:00 pm EDT

How to Participate Today



- Audio Modes
 - Listen using Mic & Speakers
 - Or, select “Use Telephone” and dial the conference (please remember long distance phone charges apply).
- Submit your questions using the Questions pane.
- A recording will be available for replay shortly after this webcast.

Welcome/Overview



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WEF President



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WEF Specialty Conference Status Update

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Hotel/Facility Cancellation

- Force Majeure - unforeseeable circumstances or events that prevent someone from fulfilling a contract
 - Cancellation without penalty
 - Specify unforeseeable events (acts of God, act of government, terrorism or threat of terrorism, medical epidemic, disruption of travel, etc.)
 - Include flexible language to excuse performance (inadvisable, commercially impracticable, illegal, or impossible to perform)
 - Catch all phrase - “any other occurrence beyond parties' control”
 - Mutually beneficial
 - Not always a waiver of full damages (deposits or pre-payments may be kept)



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- **Event Cancellations**
 - WEFMAX Jersey City (3/11/20)
 - WEFMAX Honolulu (3/16/20)

- **Monitor Situation**
 - WEFMAX Charleston
 - WEFMAX Fargo

- **Next Steps...**
 - Work with host on cancellation follow-up details
 - Work with the WEFMAX Committee
 - Brainstorm ways to share resources/presentations

Financial/Insurance/Contracts

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Communications

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Communications

- Have a responsible individual
- Tend to communications regularly
- Consider your target audience(s)
- Shape your message for that audience
- Choose the vehicles that reach them
- Pick the appropriate messenger - executive leadership in a crisis
- Pay extra attention to incoming communications (email, social media, etc.)

Messaging Dos

- Express concern and that health and safety is top priority
- Reference WHO, CDC, state, local health authorities
- Be clear about what you know
- Be clear about what you don't know
- Be positive and reassuring, project calm and control
- Promise to provide updates as available
- Provide a method of contact

Messaging Don'ts

- Cite with business/financial reasons for changes
- Rely on speculation or lower-tier sources of info
- Make claims you aren't 100 percent certain about
- Be too technical or scientific or bureaucratic
- Be too lengthy

CDC
Crisis and Emergency Risk
Communication

<https://emergency.cdc.gov/cerc/>

General Q & A

Resources

- WEF Current Priority: Coronavirus
<https://www.wef.org/coronavirus>
- US Centers for Disease Control and Prevention (CDC)
<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>
- ASAE Issue Roundup: Coronavirus Disease
<https://www.asaecenter.org/resources/roundup/issue%E2%80%90roundup%E2%80%90coronavirus>
- “COVID-19 - What Your Nonprofit Needs to Know” by Venable LLP
<https://www.venable.com/insights/events/2020/03/covid19-what-your-nonprofit-needs-to-know>